



Projecte 5934-2

Per: Marc Casòliva Isern
Director: Ramon Grau Sala

Què és eMMa



ACQUISITION

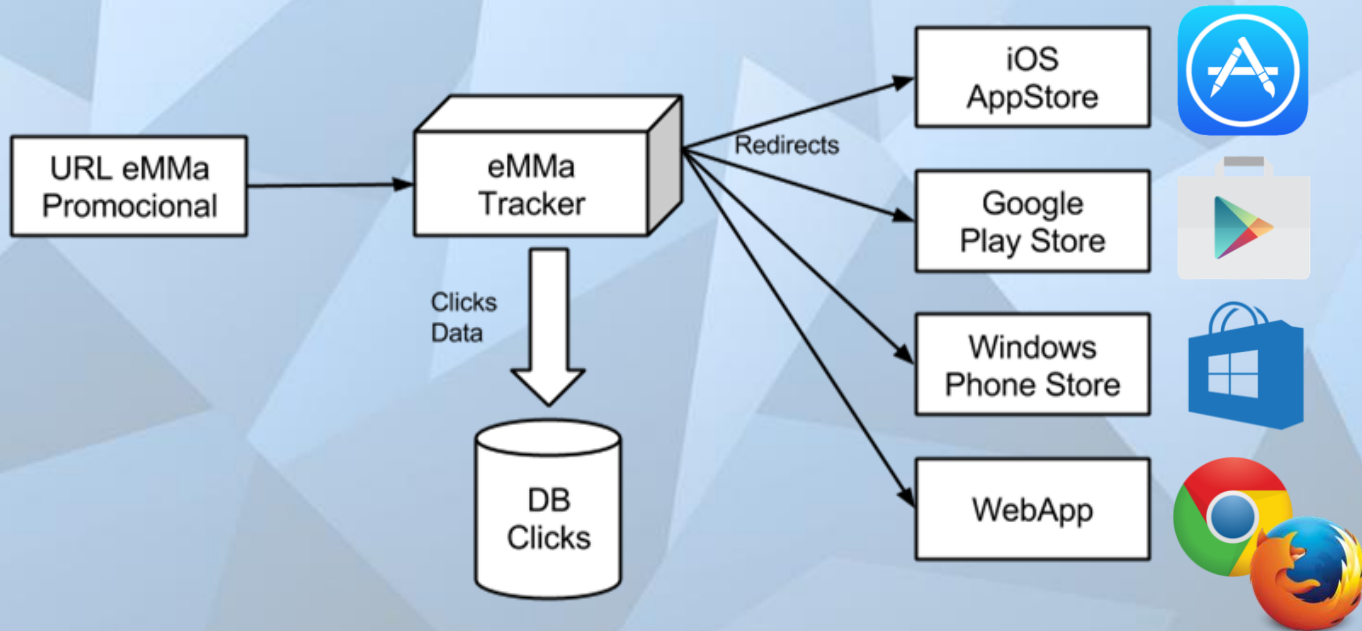


BEHAVIOUR

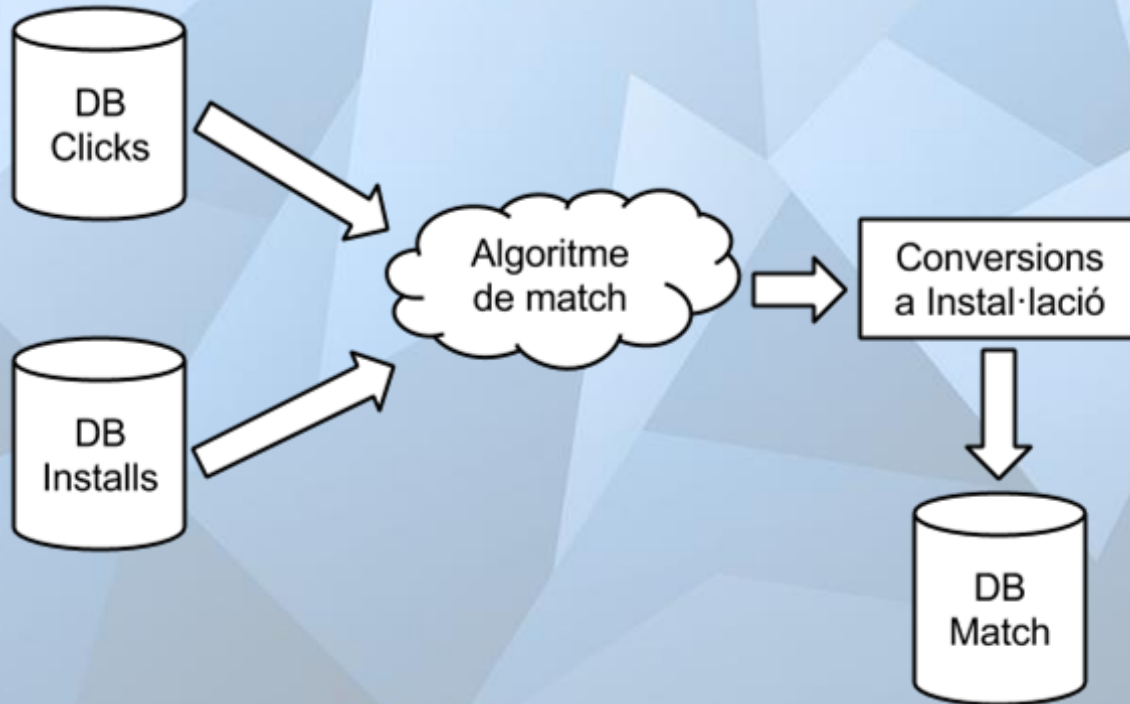


COMMUNICATION

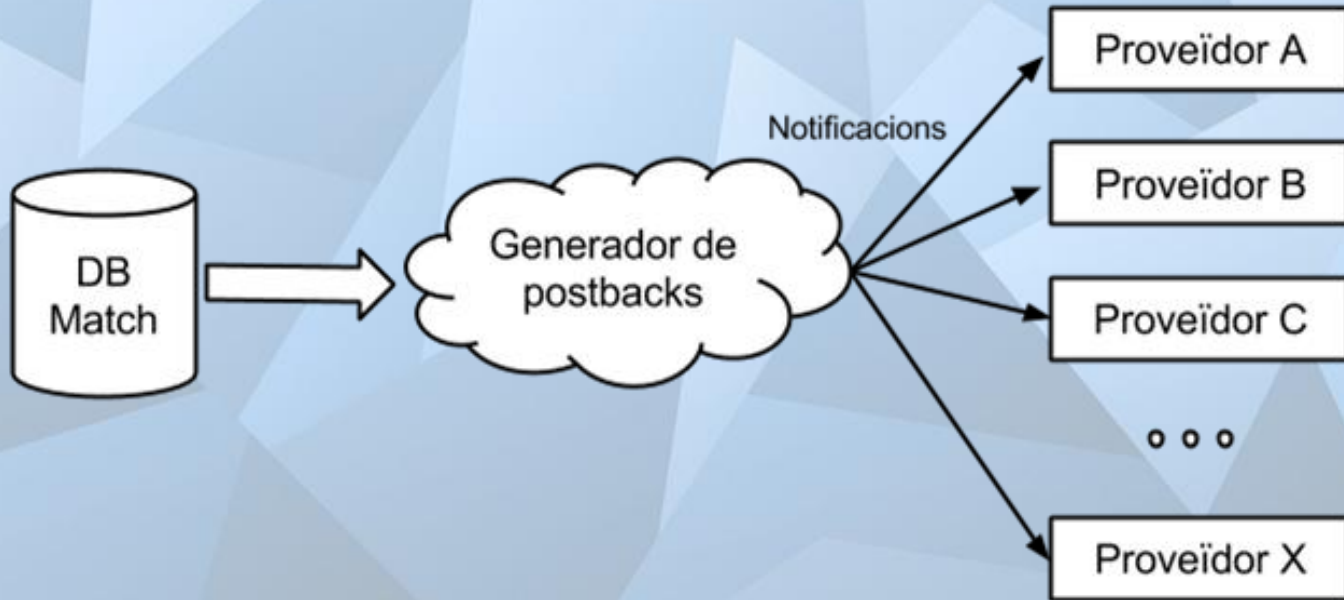
Acquisition



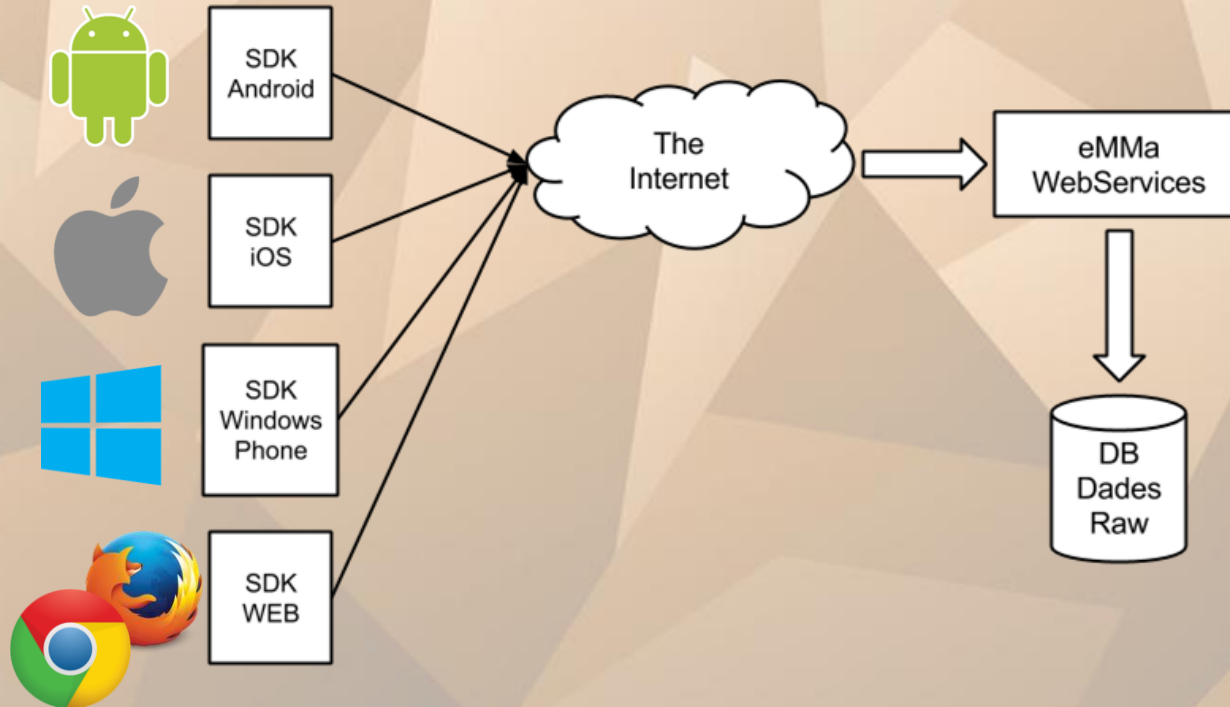
Acquisition



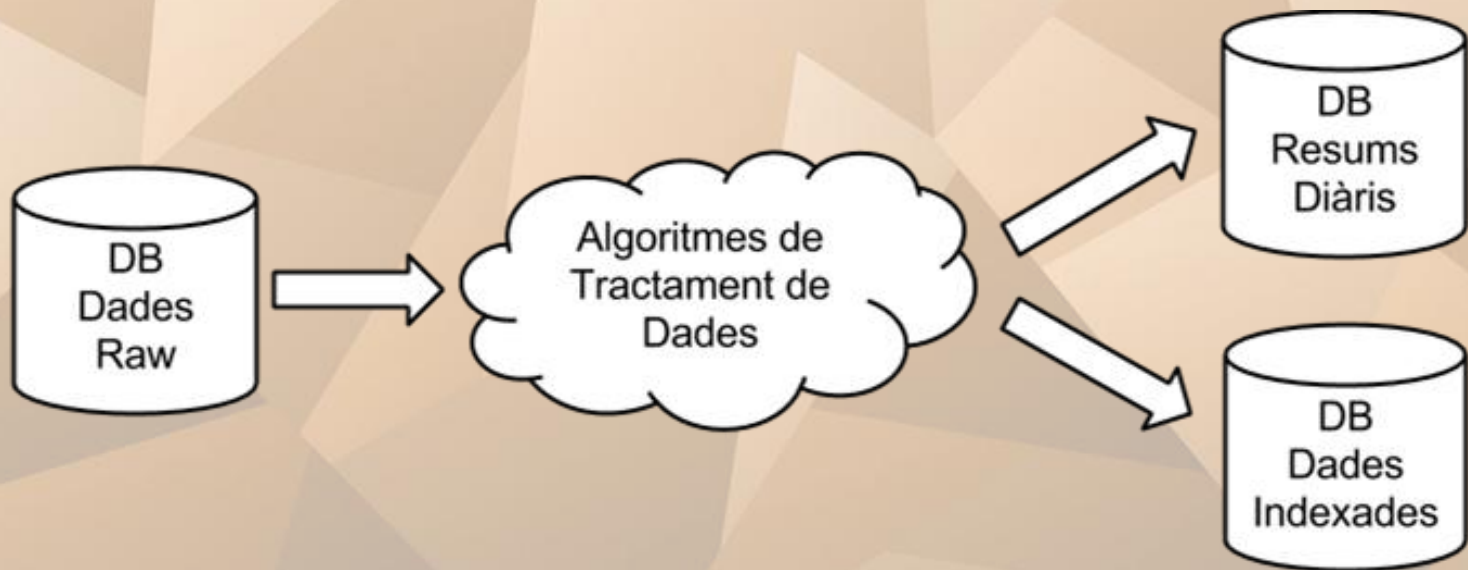
Acquisition



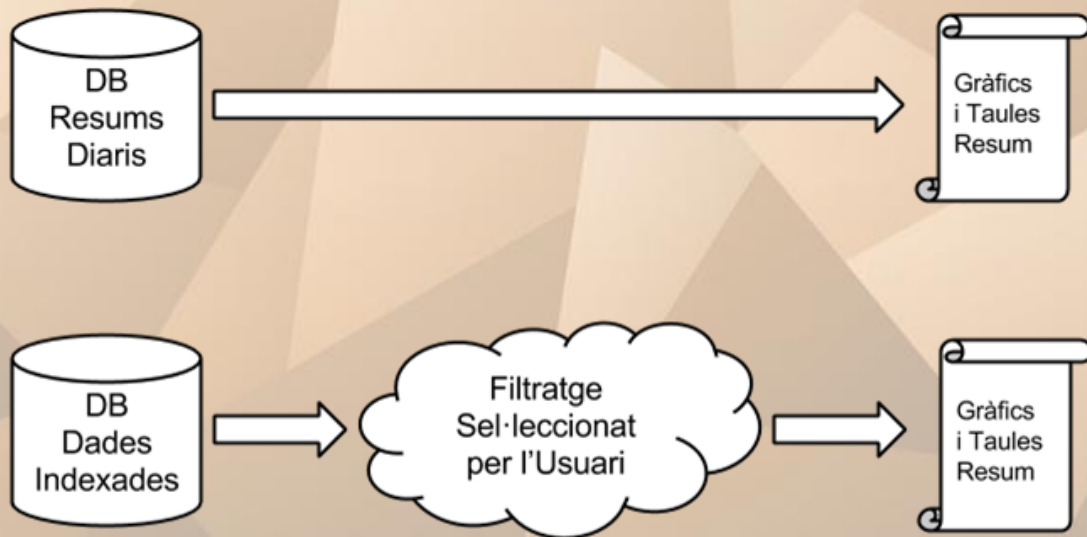
Behaviour



Behaviour



Behaviour



Behaviour

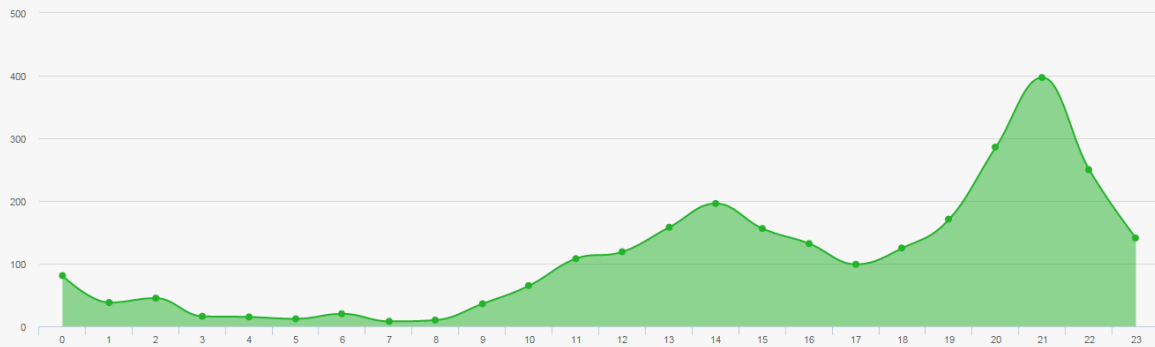
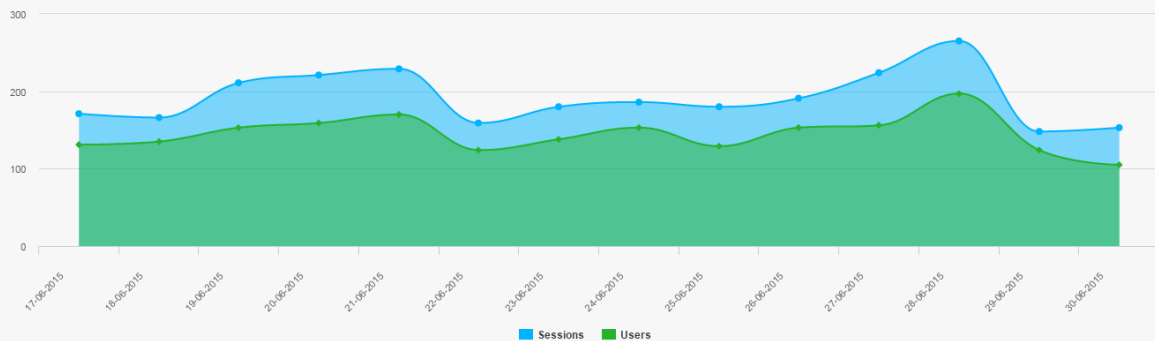
Activity

Sessions:

2.684

Average Sessions Time:

4 min, 57 sec.



Behaviour

Segmentation filter your users by segments

Users segment

Custom Segment

Users with OS

Android

Users with tag

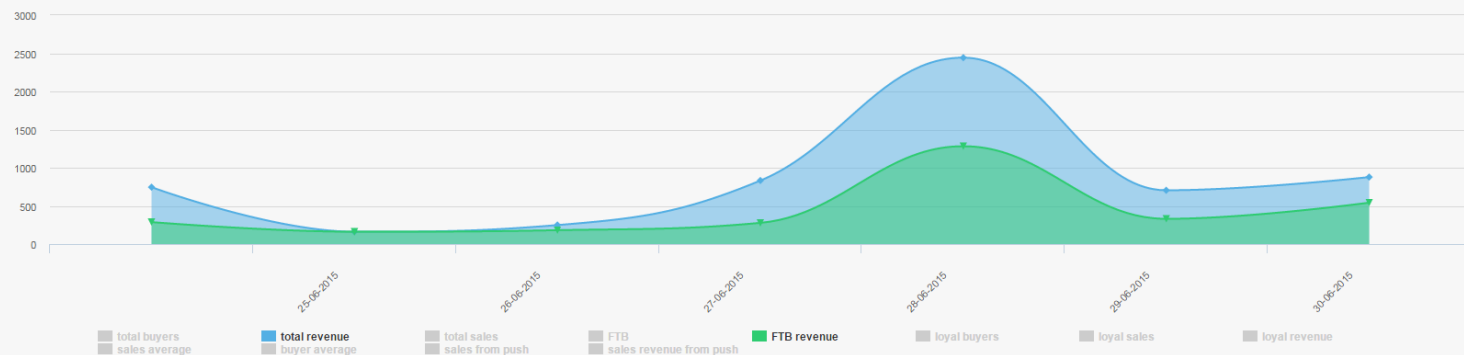
CIUDAD

Cerdanyola Del Valles

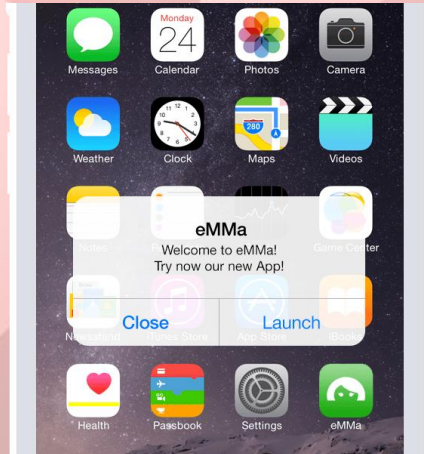
Refresh

Save

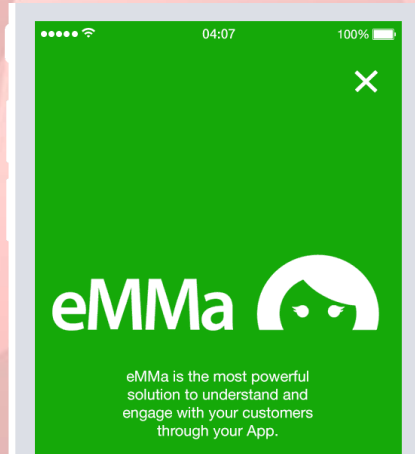
TOTAL BUYERS	TOTAL REVENUE	TOTAL SALES	FTB	FTB REVENUE	LOYAL BUYERS	LOYAL SALES	LOYAL REVENUE	SALES FROM PUSH	SALES REVENUE FROM PUSH	SALES AVERAGE	BUYER AVERAGE	TOP PRODUCT	TO
53	6.013,95€	57	32	3.065,05€	21	25	2.948,90€	0	0€	719,32€	756,58€	FELPUDO BLUE STARS 70X40	4



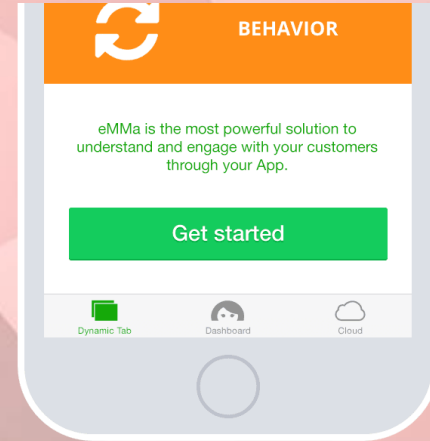
Communication



PUSH

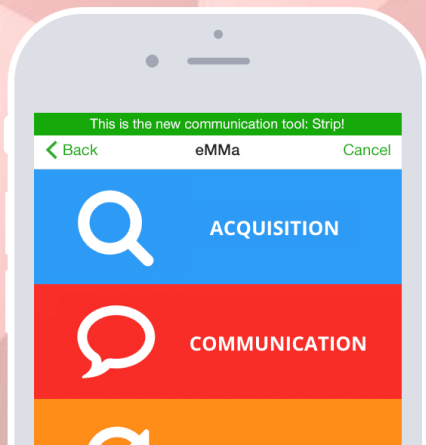


START VIEW

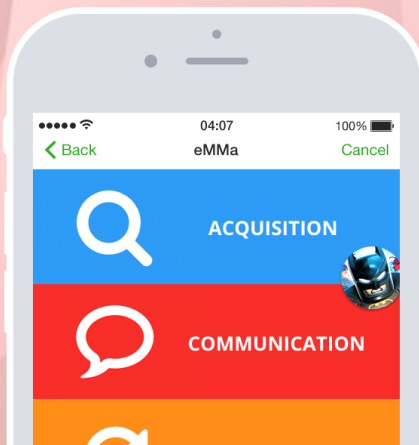


DYNAMIC TAB

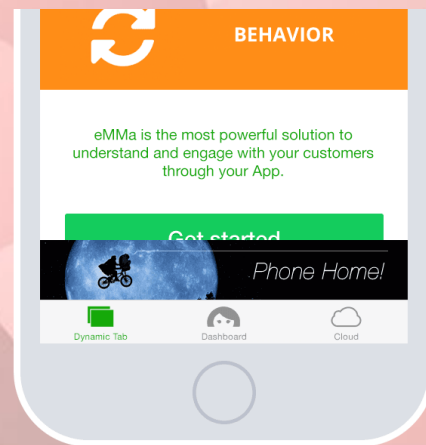
Communication



STRIP

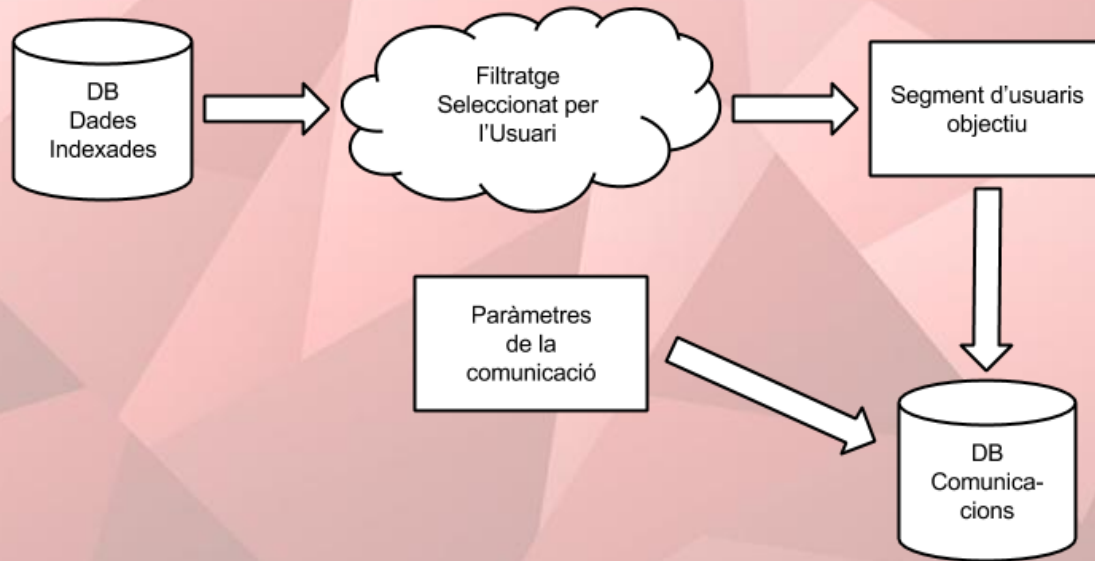


AD BALL

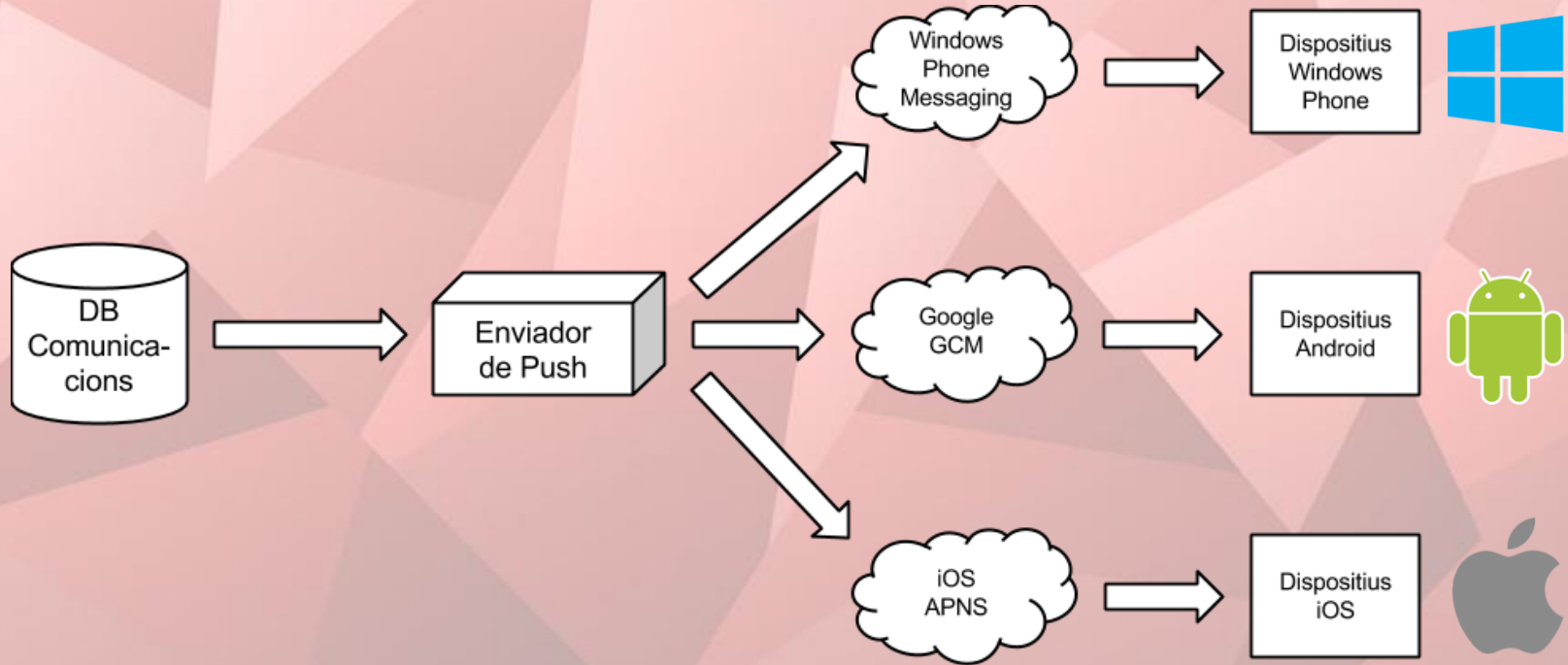


BANNER

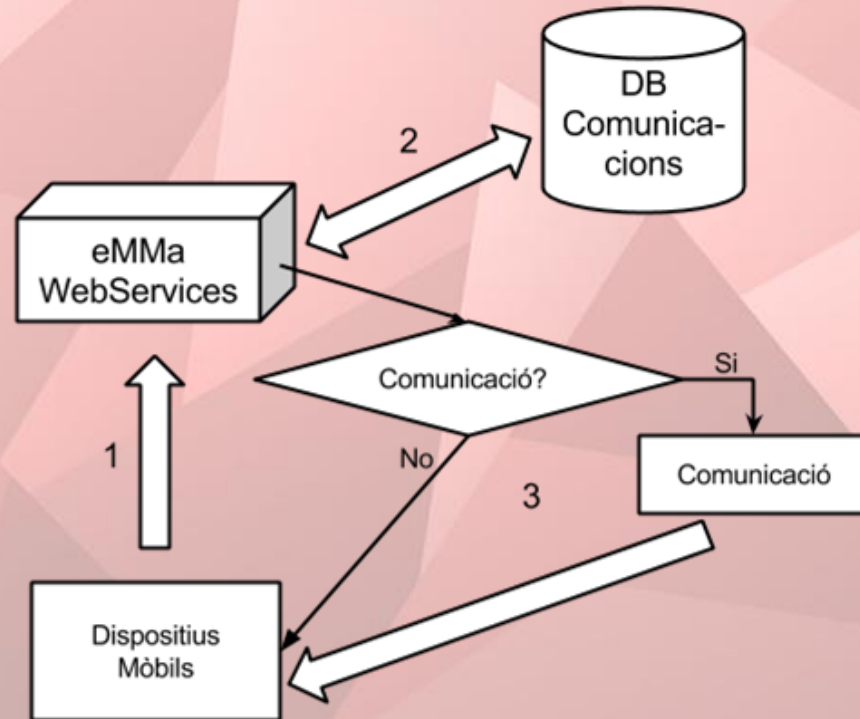
Communication



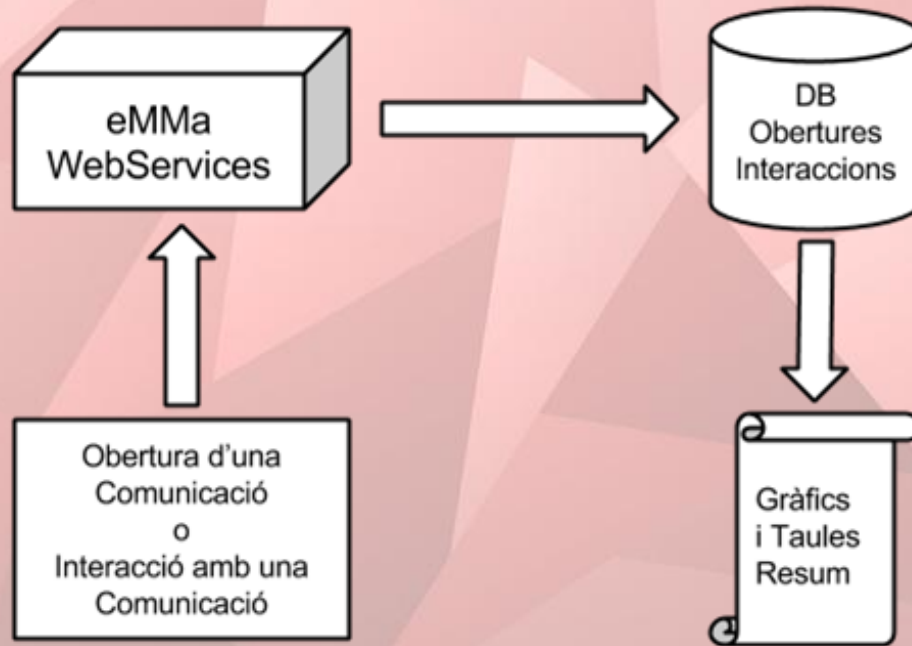
Communication



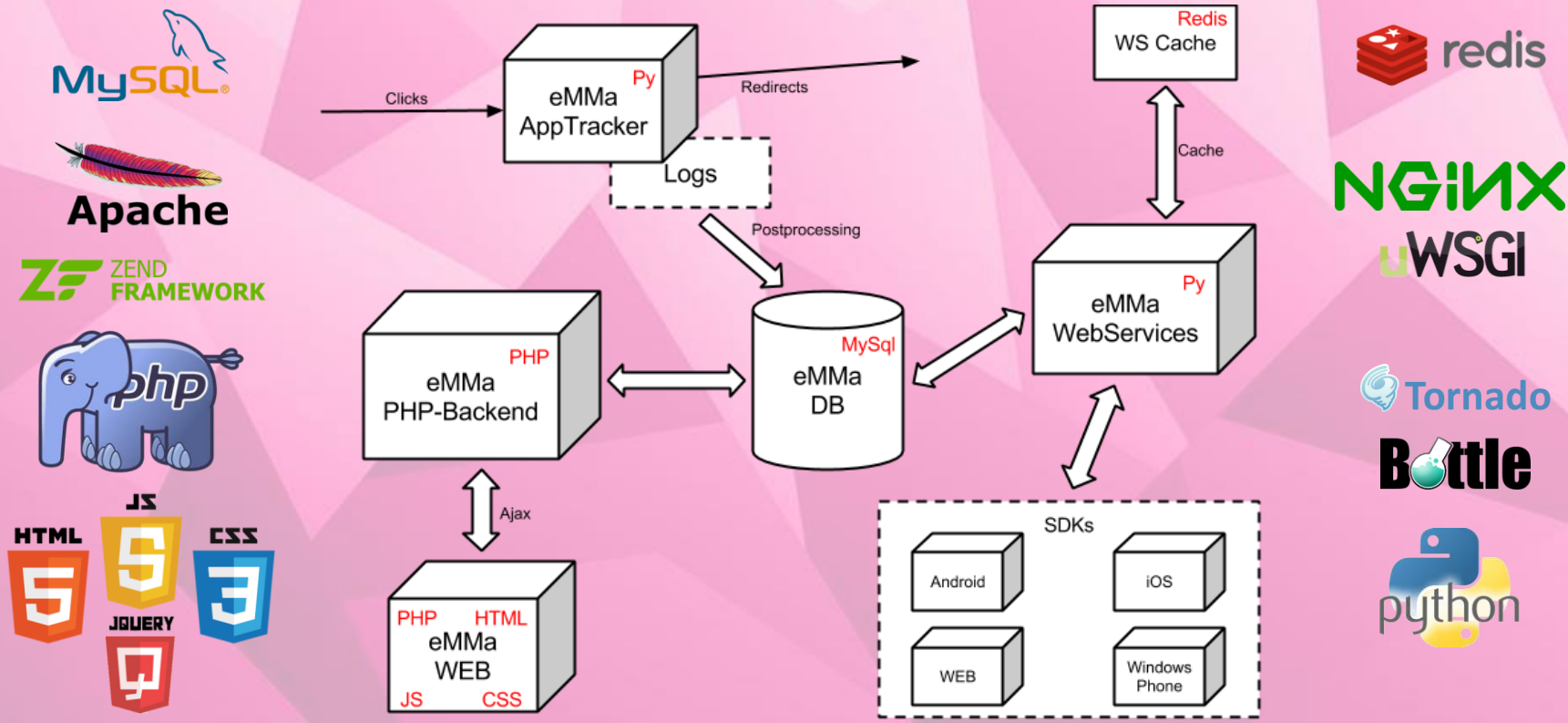
Communication



Communication



Arquitectura del proyecto



Model de Negoci

	REACH ACQUISITION + BEHAVIOR	ENGAGEMENT ACQUISITION + BEHAVIOR + COMMUNICATION	
ACTIVE USERS			
< 5,000	0€ for LIFE	0€ for LIFE	
< 10,000	100€/mo	200€/mo	PROFESSIONAL <ul style="list-style-type: none"> • Full Support with humans (Skype+Phone+Email) • Integration support with new AdNetworks for Acquisition • Campaign Attribution • Powerful Segmentation • Granular Analytics • Push & In-App Messaging
< 25,000	200€/mo	400€/mo	
< 50,000	350€/mo	700€/mo	
< 100,000	600€/mo	1,200€/mo	
< 200,000	1,100€/mo	2,200€/mo	
> 200,000	From 1,500€/mo High Volume Packages & Discounts	From 3,000€/mo High Volume Packages & Discounts	ENTERPRISE <ul style="list-style-type: none"> • Everything in Professional • Dedicated Account Manager • Training & Integration assistance • Priority Roadmap Development • APIs for enterprise integration • Custom Reports • High Volume Packages & Discounts

Model de Negoci



CX

CatalunyaCaixa



privalia *
Nº1 EN ESPAÑA



+ 95M
Notificacions
Push

+ 4,7M
Clicks Registrats

+ 4,5M
Usuaris Actius

+ 1M
Instal·lacions
No Orgàniques



Conclusions

Imprescindibles:

- **SCRUM**
- **Balancejadors**
- **Frameworks**
- **Entorns de pre-producció i QA**

Conclusions

Dificultats:

- **Testeig i passar a producció**
- **MySQL Master-Slave**
- **MySQL injection**

Conclusions

Futur / refer des de 0:

- **TDD**
- **Sinergies amb altres departaments**
- **Git Hooks**
- **Estàndards de desenvolupament**



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